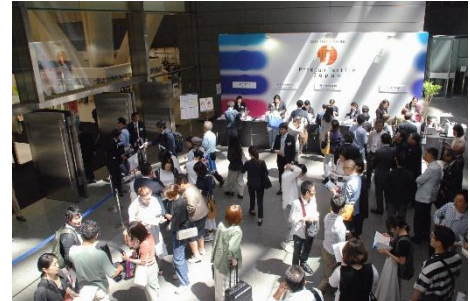


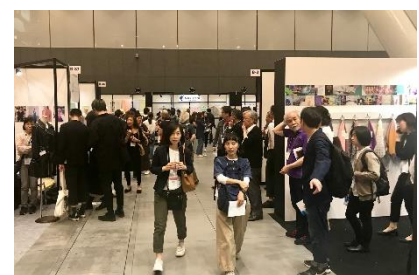
Premium Textile Japan 2020 Spring/Summer

Final Report

- Name of exhibition: Premium Textile Japan 2020 Spring/Summer
- Dates: May 21 – 22, 2019 (Tue. – Wed.)
- Venue: Tokyo International Forum / Hall E1 (3,000 sqm.)
- Organiser: Japan Fashion Week Organization (JFW)
- Support: - Ministry of Economy, Trade and Industry
- Organization for Small & Medium Enterprises and Regional Innovation, Japan
- Japan External Trade Organization (JETRO)
- Japan Apparel-Fashion Council
- The Japan Textiles Importers' Association, Japan Textile Exporters' Association
- Visitors: Buyers and invited visitors only [Admission : free]



Despite the violent rainstorm when the show opened on the first day, which sparked concern over a huge drop in visitor numbers, the venue was packed with numerous visitors immediately after opening, confirming the great appeal of the affair, with numbers only 10% down on the previous year. As the weather improved for the second day, even more people came through the doors, almost to the point of standing room only while enthusiastic negotiations ensued throughout. According to visitor analysis by category, 'apparel/retailers' topped the list (as for the past few editions), occupying the largest share with over 600 'wholesalers/trading firms', despite these entities previously competing with each other. This reflects a notable tendency to source differentiated fabrics in particular that would stand out during the apparel product planning stage, as feedback along the lines of: 'We want new and unique fabrics, even if they cost more', or 'we seek fabrics that can boost retail prices' affirmed. Ensuring that fabrics continue to stand out appears key amid the ever-growing challenges within the domestic apparel market. Reflecting such demands, the PTJ fair has established itself as the most serious and important business negotiation event for visitors, in accordance with an ever-higher standard of exhibitors.



- 2020SS / No. of exhibitors:** (* 8 m²/booth) * 7 new exhibitors / 6 returning exhibitors
- ◇ Domestic exhibitors: 84 companies / 111.1 booths
- ◇ Overseas exhibitors: 10 companies / 12 booths
- Total: 94 companies / 123.1 booths (* 2019SS : 94 companies/125.1 booths)



« **No. of exhibitors by zone** »

- < ZONE A > Staples (cotton/linen/wool/blends) : 41 companies / 52.6 booths
- < ZONE B > Filaments (synthetics/silk/functional/blends) : 23 companies /36 booths
- < ZONE C > Dyeing, finishing/prints/embroidery, lace/leather, fur: 21 companies/25 booths
- < ZONE D>Supporting materials/knit/twisted yarns/piles : 9 companies/9.5 booths//
94 companies / 123.1 booths

□ **No. of visitors**

[PTJ2020SS No. of visitors]

Category	Apparel/ retailers	Wholesalers/ Trading / Planning companies	Press	Organiser related visitors/groups	Visitors	Total no. of visitors
No. of visitors	2,772	2,170	64	74	831	5,911

* 98.7% compared with the previous yr.

□ **TREND & INDEX CORNER**

The concept of creating ‘an illusion like a temporal travel from past to future as if the scene cut out and overlapped and folded, giving us a glance at the new universe that lies ahead,’ was tactfully brought into play at the TREND & INDEX CORNER – thanks to a neo-spatial design featuring a succession of long and narrow transparent panels – navigating us to a new future for Japan textiles, where numerous visitors gathered and eagerly checked displayed fabrics.

* No. of displayed fabrics: Trend/570 pcs. Index/269 pcs. (Incl. eco. fabrics/129 pcs.) Total: 839 pcs.



□ **Related programme - Let’s learn Japan fabrics ! - “Textile Workshop”**

- ◇ Dates: May 21 – 22, 2019 (Tue. & Wed.) / at 10:30 – (60 min.) for both dates
- ◇ Venue: Specially located lecture room within the PTJ venue
- ◇ Participants: Young employees working at apparel/textile-related makers, retailers designer maisons; involved in product planning or fabric procurement (with less than five years of working experience).
- ◇ No. of applicants: 15-20 persons per lecture * No students allowed

- Considering the current status quo, with many participants failed to acquire basic professional knowledge during their school days as well as many others from other industrial fields attending the lectures, we have partially reviewed the content of 'the first introductory part' and reprogrammed it as 'basic knowledge of textiles' in sequence.

○ May 21, 2019 (Tue.) Textile/region: Silk / Kawamata Region

Lecturer: Mr. Eita Saito, Managing Director, SAIEI ORIMONO CO., LTD.

< Lecture content >

- Kawamata silk dates back 1400 years and evolved in leaps and bounds, most notably when 'karume-habutae silk' (lightweight fine silk weave) was developed during the Meiji Period (1868-1912). The number of local manufacturers peaked in 1989 with 240, of which only 21 companies now remain.
- SAIEI ORIMONO CO., LTD. is well known as a producer of the world's thinnest silk fabric; 'Fairy Feather', adopted by globally reputed maisons/brands. Apart from fashion, the company is also eagerly involved in projects such as: developing dyeing machines for future generation and producing textiles to help IPS cells proliferate.
- 'One single fabric can be applied to industrial/medical uses by leveraging a different perspective. Key here is to nurture a range of multilateral views,' commented the lecturer.

○ May 22, 2019 (Wed.) Textile/region: Cotton / Enshu Region

Lecturer: Ms. Kaori Nishii, Sales Div., FURUHASHI WEAVING CO., LTD.

< Lecture content >

- The Enshu region emerged alongside the other textile-producing regions of note, Senshu and Mikawa, to form a trio of major cotton producers during the Edo Period (1603-1868). Although business expanded still further in the late modern period, with over ten spinning mills, it later declined due to import pressure after peaking in 1972.
- Although the trade previously comprised 70% of industrial products shipped via Hamamatsu City, the figure is now below 3%. More and more of the younger generation are wholly unaware of the Hamamatsu textile story.
- What we currently face is the succession of technology, in response to which there were moves last year to open a school in the 'Enshu textile-region' last year. The Enshu textile promotion council was also established and even leaflets were distributed to promote and spread the charm of Enshu textiles.



【Trends among exhibits】

In response to the recent increasing and strong interest in sustainability, fabric samples applied as eco-fabrics are labelled with an 'eco-mark' sticker for acknowledgement in the TREND & INDEX Corner, since the previous edition as part of a trend that has been reinforced and that reflects the spring/summer season of the fair. The approach to sustainability; previously spearheaded by synthetic-fibre manufacturers or trading companies above all, has now penetrated even small- and medium-scale textile makers. Although the prevailing view is that domestic apparel makers are less interested in sustainability compared with those in Europe/the US, inquiries regarding sustainability-related materials have slowly grown among emerging brands and apparel in department stores; 'We use only sustainable fabrics,' declared one of the apparel companies. Equally, those exhibiting overseas in particular are striving to expand their product variations, with comments such as: 'We will be left behind unless we launch sustainable items now.'

While sustainable fabrics can be diversified, what we mainly came across were 'recycled fabrics' or those made of 'organic raw materials' alongside 'plant-derived regenerated fibres' such as cupro or triacetate; reflecting a focus on global environmental protection. 'Biodegradable *washi*' was another of the items attracting most visitor attention.

In processing terms, most cases involved 'water consumption and energy reduction' through dyeing methods and numerous exhibitors have recently launched brands comprising all-sustainable fabrics. Nonetheless, the high cost of sustainability, due to the rarity of raw materials, as well as multiple processes involved, coupled with the lack of specific yarn-counts or special-ordering batch problems – hamper efforts to leverage sustainable fabrics and adapt them to fashion items, despite the fact that 'it is eco-friendly, thus costly', which makes little sense.

Functionality was another focal point among many exhibitors on this occasion. MARUI ORIMONO CO., LTD., launched their collections solely centring on <Long-life functional fabric> by renewing their 'NOTO Quality' brand, which comprised fabrics retaining 'stretch/light/dry/windbreaking' properties offering comfort alongside the function to minimize deterioration by consumption to the limit – as part of efforts to find clothes that would wear and last a long time. This functional fabric category also included exhibitors showcasing other sustainable items, including materials using 'non-fluorinated water repellent', reflecting the need to eliminate toxic substances.

